

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	60% female
Age	55+ (high % 60+)
Multi Buyers	Over 45% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order buyers

Details

Available Slots	2
Max Size	A5
Max Weight	10g
CPT A5 10gms	£45 per 1,000
Terms	No cash with order offers

Month	Volume	Delivery	Start Date
January	29,6130	13/01/2017	26/01/2017
February	243,399	06/02/2017	17/02/2017
March	113,000	03/03/2017	16/03/2017
April	471,000	27/03/2017	07/04/2017
May	125,000	27/04/2017	09/05/2017
June	137,000	26/05/2017	08/06/2017
July	288,000	23/06/2017	06/07/2017
August	92,000	20/07/2017	01/08/2017
September	235,000	21/08/2017	01/09/2017
October	153,000	29/09/2017	12/10/2017
November	359,000	27/10/2017	09/11/2017
December	83,000	27/11/2017	08/12/2017

Insertion dates and volumes are subject to change. Please check with the inserts team for placing options.



Background

The Verdict offer a unique service to inquisitive consumers who look for quality items. Their product range includes a variety of household items & gadgets that are tried, tested and reviewed.

Customers value this brand highly as it gives honest and accurate reviews and advice on each product.

Only space for 2 inserts per mailing optimizing potential for the insert to stand out.

The Verdict is a great way to reach age 55+ affluent home owners.

Works well for: Technology, travel, home computing, gourmet food & wine, DIY, motoring, charities and more!

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